

4543. (Currently Amended) The method of claim 44, wherein at least one content-based specification set comprises a television rating and a movie rating.

4644. (Currently Amended) The method of claim 45, wherein at least one content-based specification set includes a plurality of standardized ratings.

4745. (Currently Amended) The method of claim 1, wherein each viewer profile specification set has a separate corresponding content-based indicator set.

4846. (Currently Amended) The method of claim 1, wherein each content-based indicator set comprises a <sup>movie</sup> moving rating, a television rating and a subject matter category that is one of FV (Fantasy Violence), D (Sexual Dialog), L (Adult Language), S (Sexual Situations) and V (Violence).

4947. (Currently Amended) The permanent recordable media of claim 13, further comprising a separate content-based indicator set corresponding to each viewer profile specification set.

5048. (Currently Amended) The permanent recordable media of claim 13, wherein each content-based indicator set comprises a <sup>movie</sup> moving rating, a television rating and a subject matter category that is one of FV (Fantasy Violence), D (Sexual Dialog), L (Adult Language), S (Sexual Situations) and V (Violence).